IN THE CLAIMS:

Claims 1, 2, 10, 11, 19, 20, 28 and 29 are amended herein. Claims 37-40 are added.

All pending claims and their present status are produced below.

1   1.   (Currently amended) A method for reformatting messages for multiple display

2   environments, the method comprising:

3   determining ~~provision~~ a visual presentation of a user interface including a message

4   display area having a first visual format that includes a first display parameter;

5   receiving a message for ~~introduction into~~ display within the ~~user interface~~ message

6   display area, the message having a second visual format that differs from the

7   first visual format such that ~~introduction of~~ displaying the message

8   unmodified would ~~produce~~ generate a misalignment according to the first

9   display parameter;

10   automatically reformatting the message to ~~provide~~ generate a reformatted message

11   that ~~corresponds~~ conforms with the first visual format; and

12   ~~providing a~~ displaying ~~of~~ the reformatted message within the ~~user interface~~ message

13   display area, wherein the displayed reformatted message conforms to the first

14   display parameter.

1   2.   (Currently amended) The method of claim 1, wherein the first visual format further

2   includes a second display parameter, and the displayed reformatted message conforms to the

3   first display parameter and the second display parameter.

1   3.   (Original) The method of claim 2, wherein the first display parameter is a line length

2   and the second display parameter is a maximum number of display lines.

1   4.   (Original) The method of claim 3, wherein automatically reformatting comprises:

2   receiving the line length and the maximum number of display lines; and

3   re-flowing the message to provide a reformatted message having lines that correspond

4   to the line length.

1   5.   (Original) The method of claim 4, wherein re-flowing the message comprises:

2   populating a current reformatted line within the reformatted message with a current

3   line from the message; and

4   incrementing to a next reformatted line where insertion of an additional word from

5   the current line would cause the current reformatted line to exceed the line

6   length.

1   6.   (Original) The method of claim 5, wherein re-flowing the message further comprises:

2   continuing to populate the current reformatted line with a next line from the message

3   where the current line is exhausted before the current reformatted line exceeds

4   the line length.

1   7.   (Original) The method of claim 6, wherein re-flowing the message further comprises:

2   determining a paragraph break where the current line is exhausted and the current line

3   is less than a predetermined minimum length.

1   8.   (Original) The method of claim 6, wherein re-flowing the message further comprises:

2   determining a paragraph break where the current line is exhausted and a double line

3   break is found before the next word in the message.

1 9. (Previously presented) The method of claim 1, wherein the user interface is included

2 in a network based customer service system and the reformatted message is saved in a

3 database used by the network based customer service system.

1 10. (Currently amended) A computer readable storage medium that stores a set of

2 software instructions, which are executable to reformat messages for multiple display

3 environments, the instructions comprising:

4   determining ~~provision~~ <u>a visual presentation</u> of a user interface including a message

5   display area having a first <u>visual</u> format that includes a first display parameter;

6   receiving a message for ~~introduction into~~ <u>display within</u> the ~~user interface~~ <u>message</u>

7   <u>display area</u>, the message having a second <u>visual</u> format that differs from the

8   first <u>visual</u> format such that ~~introduction of~~ <u>displaying</u> the message

9   unmodified would ~~produce~~ <u>generate</u> a misalignment according to the first

10   display parameter;

11   automatically reformatting the message to ~~provide~~ <u>generate</u> a reformatted message

12   that ~~corresponds~~ <u>conforms</u> with the first <u>visual</u> format; and

13   ~~providing a~~ <u>displaying</u> ~~of~~ the reformatted message within the ~~user interface~~ <u>message</u>

14   <u>display area</u>, wherein the displayed reformatted message conforms to the first

15   display parameter

1 11. (Currently amended) The storage medium of claim 10, wherein the first <u>visual</u> format

2 further includes a second display parameter, and the <u>displayed</u> reformatted message conforms

3 to the first display parameter and the second display parameter.

1   12.   (Original) The storage medium of claim 11, wherein the first display parameter is a

2   line length and the second display parameter is a maximum number of display lines.

1   13.   (Original) The storage medium of claim 12, wherein automatically reformatting

2   comprises:

3   receiving the line length and the maximum number of display lines; and

4   re-flowing the message to provide a reformatted message having lines that correspond

5   to the line length.

1   14.   (Original) The storage medium of claim 13, wherein re-flowing the message

2   comprises:

3   populating a current reformatted line within the reformatted message with a current

4   line from the message; and

5   incrementing to a next reformatted line where insertion of an additional word from

6   the current line would cause the current reformatted line to exceed the line

7   length.

1   15.   (Original) The storage medium of claim 14, wherein re-flowing the message further

2   comprises:

3   continuing to populate the current reformatted line with a next line from the message

4   where the current line is exhausted before the current reformatted line exceeds

5   the line length.

1   16.   (Original) The storage medium of claim 15, wherein re-flowing the message further

2   comprises:

3   determining a paragraph break where the current line is exhausted and the current line

4   is less than a predetermined minimum length.

1   17.   (Original) The storage medium of claim 15, wherein re-flowing the message further

2   comprises:

3   determining a paragraph break where the current line is exhausted and a double line

4   break is found before the next word in the message.

1   18.   (Previously presented) The storage medium of claim 10, wherein the user interface is

2   included in a network based customer service system and the reformatted message is saved in

3   a database used by the network based customer service system.

1   19.   (Currently amended) An apparatus for reformatting messages for multiple display

2   environments, the apparatus comprising:

3   an interface determination module, configured to determine ~~provision~~ a visual

4   presentation of a user interface including a message display area having a first

5   visual format that includes a first display parameter;

6   a message buffer, configured to receive a message for ~~introduction into~~ display within

7   the ~~user interface~~ message display area, the message having a second format

8   that differs from the first visual format such that ~~introduction of~~ displaying the

9   message unmodified would ~~produce~~ generate a misalignment according to the

10   first display parameter; and

11   a reformatting module, in communication with the interface determining module and

12   the message buffer, configured to automatically reformat the message to

13   ~~provide~~ generate a reformatted message that ~~corresponds~~ conforms with the

14   first visual format, for ~~provision of a~~ display<u>ing</u> ~~of~~ the reformatted message

15   within the ~~user interface~~ <u>message display area,</u> wherein the displayed

16   reformatted message conforms to the first display parameter.

1   20.   (Currently amended) The apparatus of claim 19, wherein the first <u>visual</u> format

2   further includes a second display parameter, and the <u>displayed</u> reformatted message conforms

3   to the first display parameter and the second display parameter.

1   21.   (Original) The apparatus of claim 20, wherein the first display parameter is a line

2   length and the second display parameter is a maximum number of display lines.

1   22.   (Original) The apparatus of claim 21, wherein automatically reformatting comprises:

2   receiving the line length and the maximum number of display lines; and

3   re-flowing the message to provide a reformatted message having lines that correspond

4   to the line length.

1   23.   (Original) The apparatus of claim 22, wherein re-flowing the message comprises:

2   populating a current reformatted line within the reformatted message with a current

3   line from the message; and

4   incrementing to a next reformatted line where insertion of an additional word from

5   the current line would cause the current reformatted line to exceed the line

6   length.

1   24.   (Original) The apparatus of claim 23, wherein re-flowing the message further

2   comprises:

3   continuing to populate the current reformatted line with a next line from the message

4   where the current line is exhausted before the current reformatted line exceeds

5   the line length.

1 25. (Original) The apparatus of claim 24, wherein re-flowing the message further

2 comprises:

3   determining a paragraph break where the current line is exhausted and the current line

4   is less than a predetermined minimum length.

1 26. (Original) The apparatus of claim 24, wherein re-flowing the message further

2 comprises:

3   determining a paragraph break where the current line is exhausted and a double line

4   break is found before the next word in the message.

1 27. (Previously presented) The apparatus of claim 19, wherein the user interface is

2 included in a network based customer service system and the reformatted message is saved in

3 a database used by the network based customer service system.

1 28. (Currently amended) An apparatus for reformatting messages for multiple display

2 environments, the apparatus comprising:

3   means for determining ~~provision~~ a visual presentation of a user interface including a

4   message display area having a first visual format that includes a first display

5   parameter;

6   means for receiving a message for ~~introduction into~~ display within the ~~user interface~~

7   message display area, the message having a second visual format that differs

8 from the first ~~visual~~ visual format such that ~~introduction of~~ displaying the message

9 unmodified would ~~produce~~ generate a misalignment according to the first

10 display parameter; and

11 means for automatically reformatting the message to ~~provide~~ generate a reformatted

12 message that ~~corresponds~~ conforms with the first visual format, for ~~provision~~

13 ~~of a~~ display~~ing~~ ~~of~~ the reformatted message within the ~~user interface~~ message

14 display area, wherein the displayed reformatted message conforms to the first

15 display parameter.

1 29.   (Currently amended) The apparatus of claim 28, wherein the first visual format

2 further includes a second display parameter, and the displayed reformatted message conforms

3 to the first display parameter and the second display parameter.

1 30.   (Original) The apparatus of claim 29, wherein the first display parameter is a line

2 length and the second display parameter is a maximum number of display lines.

1 31.   (Original) The apparatus of claim 30, wherein automatically reformatting comprises:

2 receiving the line length and the maximum number of display lines; and

3 re-flowing the message to provide a reformatted message having lines that correspond

4 to the line length.

1 32.   (Original) The apparatus of claim 31, wherein re-flowing the message comprises:

2 populating a current reformatted line within the reformatted message with a current

3 line from the message; and

4   incrementing to a next reformatted line where insertion of an additional word from

5   the current line would cause the current reformatted line to exceed the line

6   length.

1   33.   (Original) The apparatus of claim 32, wherein re-flowing the message further

2   comprises:

3   continuing to populate the current reformatted line with a next line from the message

4   where the current line is exhausted before the current reformatted line exceeds

5   the line length.

1   34.   (Original) The apparatus of claim 33, wherein re-flowing the message further

2   comprises:

3   determining a paragraph break where the current line is exhausted and the current line

4   is less than a predetermined minimum length.

1   35.   (Original) The apparatus of claim 33, wherein re-flowing the message further

2   comprises:

3   determining a paragraph break where the current line is exhausted and a double line

4   break is found before the next word in the message.

1   36.   (Previously presented) The apparatus of claim 28, wherein the user interface is

2   included in a network based customer service system and the reformatted message is saved in

3   a database used by the network based customer service system. 36.

1   37.   (New) The method of claim 1, wherein the first display parameter corresponds to one

2   of a bullet character, tab character and paragraph break.

3   38.   (New) The method of claim 10, wherein the first display parameter corresponds to

4   one of a bullet character, tab character and paragraph break.

5   39.   (New) The method of claim 19, wherein the first display parameter corresponds to

6   one of a bullet character, tab character and paragraph break.

7   40.   (New) The method of claim 28, wherein the first display parameter corresponds to

8   one of a bullet character, tab character and paragraph break.